

THE
**FUTURE
OF
AMERICA'S
NATIONAL
PARKS**

First Annual
Centennial Strategy for

Coronado National Memorial

August 2007

CENTENNIAL INITIATIVE



Site: CORO

Year: 2007

Vision Statement

When looking to the NPS Centennial in 2016, Coronado National Memorial will be focusing on becoming a critical source for educating the public on the significance of Francisco Vasquez de Coronado's expedition in the 1540's. To achieve this vision, the staff will be rethinking the nature and focus of interpretive exhibits - indoors and out. The Memorial's location and viewshed lends itself to telling stories of immigration and exploration in the 1540's but also of immigration in present times. Visitors will be able to understand the Entrada's influence through the creation of interactive exhibits, the addition of strategically created and placed passive interpretation, and the enhancement of web-based or technology driven educational tools. The Memorial staff will work to integrate school groups, volunteers and other relevant organizations into the creation and development of the new interpretive media throughout Coronado - creating a better understanding and relevance for the Memorial to the residents of Cochise County.

Beyond telling the story, the Memorial will work to provide effective protection of visitors, employees and resources through more effective use of enforcement strategies and partnerships. Employee well-being will be enhanced through a safer, more comfortable work environment and increased opportunities for employee development and creative work practices. Natural and cultural resource management will be improved through collaboration with scientists and students and through more strategic deployment of research, protection activities and habitat restoration. Disturbed lands will be restored to restore viewsheds and enhance recreational opportunities.

Finally, park facilities will be a critical part of providing diverse, accessible recreational and educational opportunities for park visitors and researchers. Trails will be maintained and new trails created to increase and diversify visitor experiences. Employee housing and work areas will be updated and made more energy efficient and ergonomic. The condition of roads and buildings will be improved and safer, more cost-effective methods used in construction. The Memorial will look to capitalize on the solar energy possibilities in Southeastern Arizona and strive to be a leader in "green" construction and energy and water conservation.

All these efforts will work towards making Coronado a premiere attraction and educational opportunity now and for generations to come.

Park/ Superintendent/ Program Manager

Kym Hall

Site: CORO

STEWARDSHIP

☒ Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

☒ Other Park/ Program performance goal(s)

The Memorial will be working to update the interpretive media and visitor use area at Montezuma Pass, a key visitor location that is the culmination of the drive up through the park and offers 320 degree views of the river valleys where Coronado's expedition likely travelled through. This project focuses on visitor accessibility and inspirational views of the Memorial and surrounding area.

☒ The work described currently is supported by OFS and/ or PMIS

Site: CORO

STEWARDSHIP

☒ Improve the condition of park resources and assets.

☒ Improve high-priority assets to acceptable condition, as measured by the Facility Condition Index.

The Memorial will be working to recondition the entire unpaved portion of the Montezuma Canyon Road. This is a high priority asset and has significant reconstruction needs after incurring major flood damage.

☒ The work described currently is supported by OFS and/ or PMIS

Site: CORO

STEWARDSHIP

☒ Encourage children to be future conservationists.

☒ Other Park/ Program performance goal(s)

The Memorial will be integrating school groups into the reconditioning of interpretive exhibits and natural resource projects in order to further conservation stewardship in younger generations throughout the county.

☐ The work described currently is supported by OFS and/ or PMIS

Site: CORO

ENVIRONMENT

☒ Reduce environmental impacts of park operations.

☒ Other Park/ Program performance goal(s)

The Memorial will be looking to incorporate the use of solar energy into all new and retrofit construction in order to reduce our dependence on fossil fuels.

☐ The work described currently is supported by OFS and/ or PMIS

Site: CORO

ENVIRONMENT

☒ Inspire an environmental conscience in Americans.

☒ Demonstrate environmental excellence through increased use of alternative energy and fuels at every park.

The Memorial is located in Southeastern Arizona where we receive full sun nearly all year long. We will be working to incorporate the use of solar energy into retrofitting of office buildings as well as any new construction that occurs in the Memorial.

☐ The work described currently is supported by OFS and/ or PMIS

☒ Other Park/ Program performance goal(s)

While rehabilitating the Memorial's visitor use facilities at Montezuma Pass, we will be incorporating the use of sustainable materials such as recycled plastic lumber.

☒ The work described currently is supported by OFS and/ or PMIS

Site: CORO

RECREATION

☒ Encourage collaboration among and assist park and recreation systems at every level-federal, regional, state, local-to help build an outdoor recreation network accessible to all Americans.

☒ Rehabilitate over 2,000 miles of trails within or connected to national parks, including trails accessible to those with disabilities.

Create a handicap accessible trail within the lower grasslands as called for in the General Management Plan. The trail would incorporate restored disturbed lands as the trailhead and would allow for accessibility of about 1 mile through the wildlife-rich rolling grasslands in the Memorial.

☒ The work described currently is supported by OFS and/ or PMIS

Site: CORO

RECREATION

☒ Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.

☒ Increase visitation by 25 percent at lesser-known parks through a national tourism effort aimed at helping people to discover the breadth of parks and experiences.

The Memorial staff will continue to partner with local and regional tourism organizations in order to help increase the amount of tourism brought into the memorial that might not otherwise be aware of our existence. We would look for a 25% increase as the tourism effort builds momentum over the coming years.

☐ The work described currently is supported by OFS and/ or PMIS

Site: CORO

EDUCATION

☒ Introduce young people and their families to national parks by using exciting media and technology.

☒ Increase the number of web hits through the introduction of advanced, interactive features that attract young people to national parks.

The Memorial will be focusing on implementing portions of the Long Range Interpretive Plan that focus on new and interesting forms of educational tools associated with the parks website.

☐ The work described currently is supported by OFS and/ or PMIS

Site: CORO

EDUCATION

☒ Impart to every American a sense of their citizen ownership of their national parks.

☒ Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

Through increased and improved interpretive opportunities, the Memorial will seek to increase the public's understanding of the impacts associated with the Coronado Expedition. The staff will seek out partnerships with local groups to create and install the interpretive media in order to further the connection to the Memorial by local citizens.

☐ The work described currently is supported by OFS and/ or PMIS

Site: CORO

PROFESSIONALISM

☒ Be one of the top 10 places to work in America.

☒ Attain the highest employee satisfaction rate of all federal agencies, as measured by Office of Personnel Management surveys.

In order to increase employee satisfaction, we will be focusing on improving the safety and ergonomics of work spaces, improving the quality and quantity of employee housing, encouraging creative work practices and ideas, and supporting employee development at all grade levels.

☐ The work described currently is supported by OFS and/ or PMIS

Site: CORO

PROFESSIONALISM

☒ Use strategic planning to promote management excellence.

☒ Establish a structured professional development curriculum to provide park managers with the skills to apply best business practices and superior leadership.

The superintendent will continue to be a part of regional committees, the Superintendent's Leadership Roundtable and similar leadership and developmental opportunities in order to provide motivating, supportive and inspiring leadership to Memorial staff.

☐ The work described currently is supported by OFS and/ or PMIS

☒ Other Park/ Program performance goal(s)

The Memorial has volunteered to participate in developing a Park Asset Management Plan so that all facilities work will be focused on well thought out and strategically developed phases for improving the condition of park facilities.

☐ The work described currently is supported by OFS and/ or PMIS

Site: CORO

PROFESSIONALISM

☒ Promote a safety and health culture for all employees and visitors.

☒ Other Park/ Program performance goal(s)

We will continue to support and improve a safety committee at the park that truly functions to analyze safety incidents and near misses and make recommendations to improve the quality of the work environment. In addition, the employees will feel empowered to be conscious of their own safety but also the safety of those around them and to make improving the workplace a personal mission.

☐ The work described currently is supported by OFS and/ or PMIS

Site: CORO

PROFESSIONALISM

☒ Model what it means to work in partnership.

☒ Other Park/ Program performance goal(s)

The Memorial Superintendent and enforcement staff will continue to improve the relationship between park rangers and the Border Patrol in order to enhance protection of park employees, visitors and resources along the border.

☐ The work described currently is supported by OFS and/ or PMIS